

# Change Our Fiberboards

Campaign for more FSC® certified plywood, chip-, MDF and HDF boards



## Report on Market Demand for Certified Fiberboards Based on Change Our Fiberboards Campaign

March 2013

Conducted by FSC Denmark

# Background

In November 2012 FSC Denmark, FSC International and European FSC offices launched the campaign “Change Our Fiberboards” aimed at highlighting the demand for certified fiberboards and hereby encouraging forest owners and fiberboard manufacturers to introduce more FSC certified fiberboard.

## “There is a Considerable Business Potential in more Certified Fiberboards in Europe”

Since November 2012 **53 companies** from all over Europe joined the campaign and registered **482 needs for different types of fiberboards** at the campaign site online - and the result is clear. The demand for FSC certified fiberboards, for instance for production of kitchens and furniture, is big, and the business potential in production of more certified fiberboards and raw materials for fiberboards therefore considerable.

## Get involved!

FSC encourages forest owners, fiberboard manufacturers and producers/traders, who need certified fiberboards, to enter into a dialogue on this business potential. FSC recommends that business partners involve local FSC Offices and representatives in this process.

## 53 companies joined the campaign for more certified fiberboards:

Tvilum	JITONA a.s.
JELD-WEN Europe	Ahmarra Door Solutions
Castorama	GROUP THYS NV
Duba-B8 A/S	Materia AB
Decospan	NC Nordic Care AB
TMK A/S	RYDSNÄS MÖBLER
Concepta A/S	Skandiform AB
HOWE a/s	BIURO STYL SP. Z O.O.
Fundi Møbelsnedkeri	Brico - Brico Plan It - Briko Depot - Brico City
František Tomaník - TOSTA	Lend Lease
Kingfisher Plc	International Timber
B&Q PLC	Ljungsåsa AB
EOL GROUP	Kinnarps AB
TOTEM Menuiserie	P J Spillings Joinery Ltd
ROWLINSON GARDEN PRODUCTS LTD	George+Tomos Penseiri : Architects Cyf
Sol Specialist manufacture Ltd	FSC Deutschland
Amberline (Ossett) Ltd	Mace
Nobia Denmark A/S	HORNBACH BAUMARKT AG
Silver Birch Joinery and Display	Hammerbacher GmbH
LINEX PANNEAUX	
Sven Christiansen	
Morans wood components ltd	
Nomique Seating Ltd	
ISG Retail Ltd	

- And 10 companies who joined the campaign anonymously

# Main results from the Change Our Fiberboards Campaign

**482 registrations** (including subcategories of the main fiberboard types) of demands for different types of fiberboards was made by 53 companies during the campaign

**40 %** of all registrations state a demand beyond **500 cubic metres**, which was the highest category

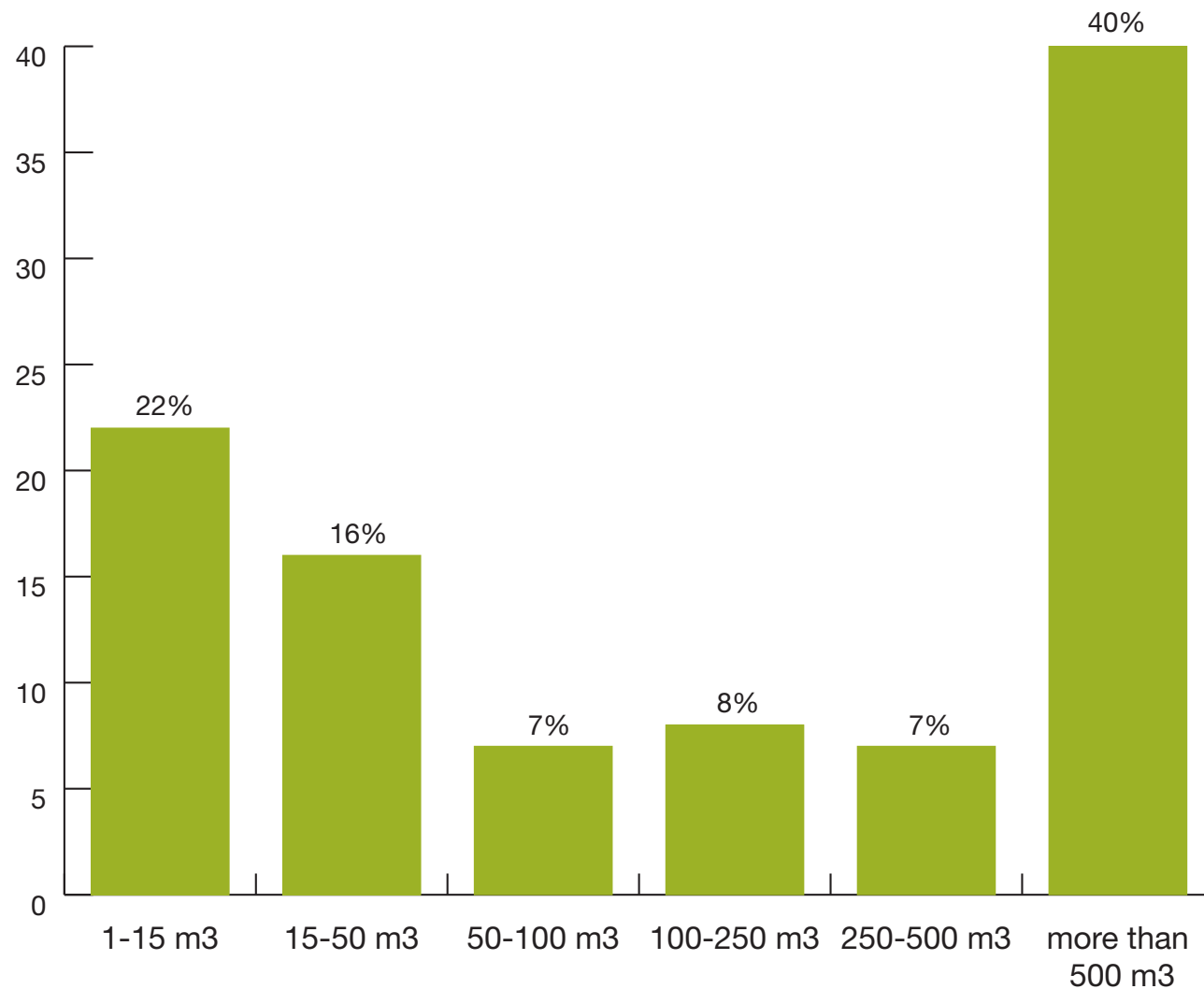
**39 %** of all registrations showed that companies are **willing to pay more** for the chosen fiberboard type

**25 %** of all registrations showed that companies are **willing to pay 2-10 % more** for the chosen fiberboard type

**2 %** of all registrations showed that companies are willing to **pay more than 10 %** extra for a chosen fiberboard type

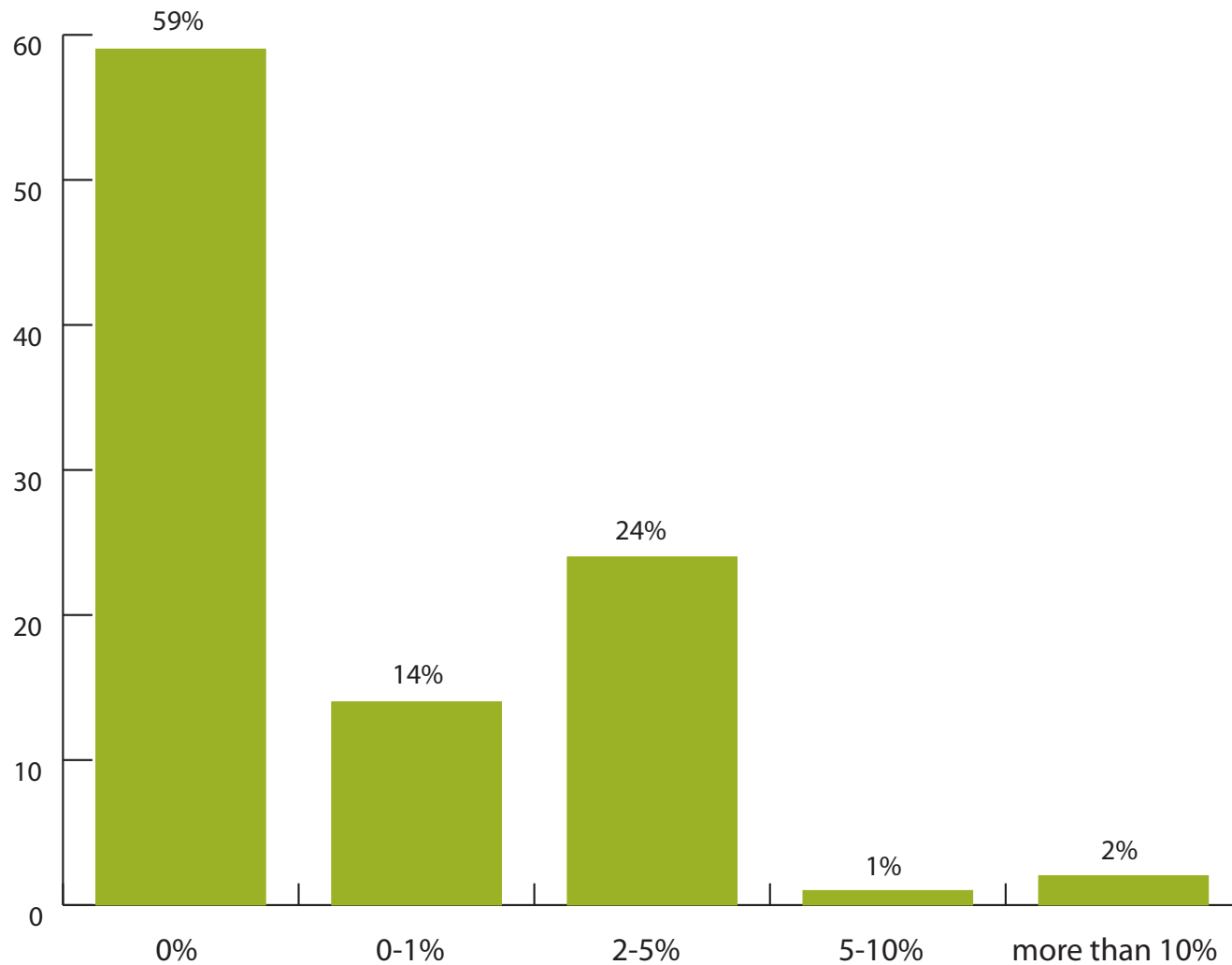
# Main results from the Change Our Fiberboards Campaign

How much fiberboard does your company need every year?  
(summed up across product types to anonymize the individual companies)



# Main results from the Change Our Fiberboards Campaign

How much extra would you be willing to pay for FSC certified fiberboards?  
(summed up across product types to anonymize the individual companies)



# Main results from the Change Our Fiberboards Campaign

MDF is the most demanded fiberboard type with 159 registrations (including subcategories of MDF)

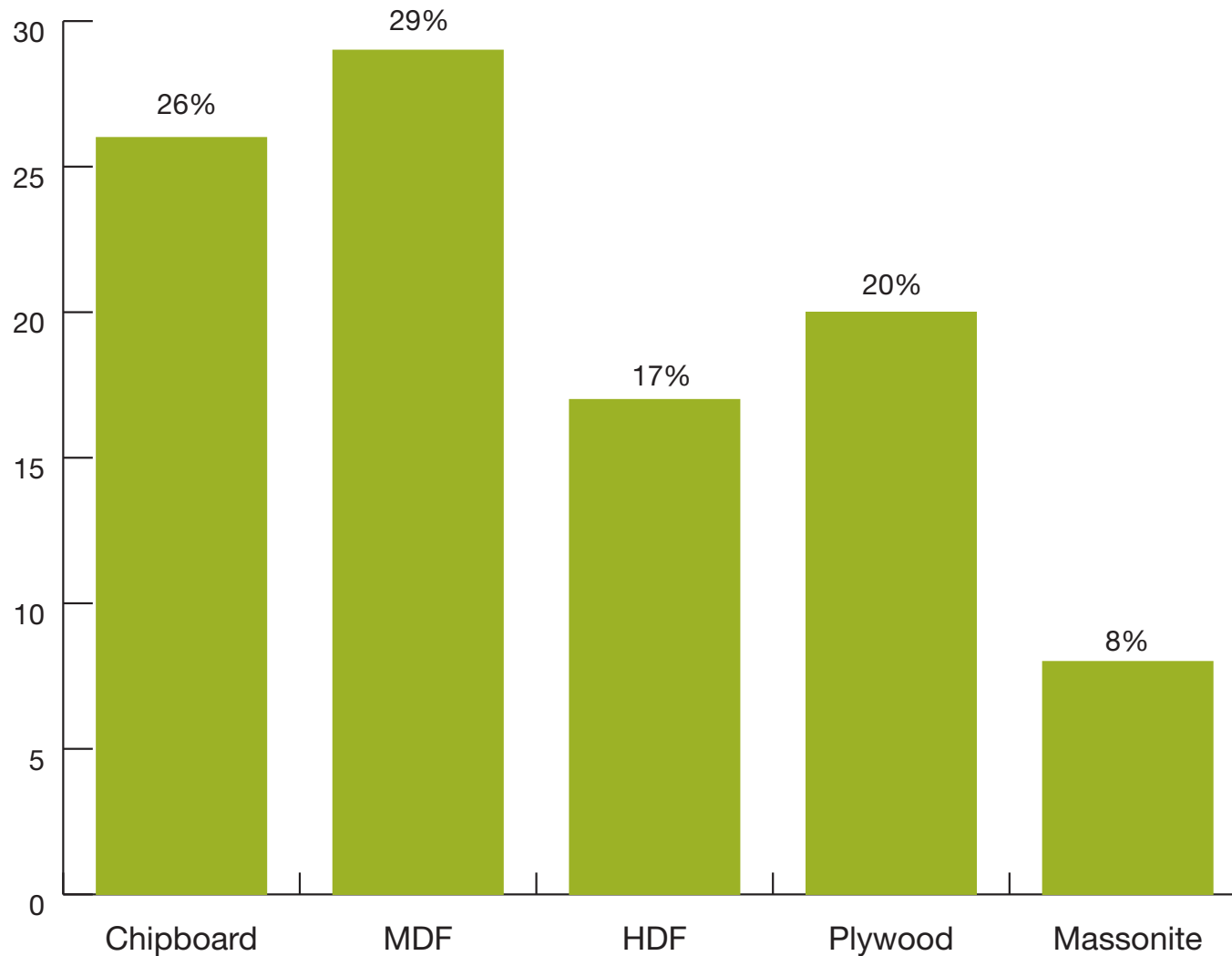
MDF Unprocessed/raw is the product type that most companies demand (demanded by 39 of 53 companies)

The second most demanded fiberboard type is chipboards with 140 registrations (including subcategories of chipboards). Chipboards are also the most demanded main product type as 36 of 53 companies registered a need for this.

The subcategory “raw/unprocessed” is chosen in 25 % of all registrations across all main board types. “Laminated” boards is chosen in 17 % of all registrations and in 16 % of the total registrations “melamine coated” is chosen.

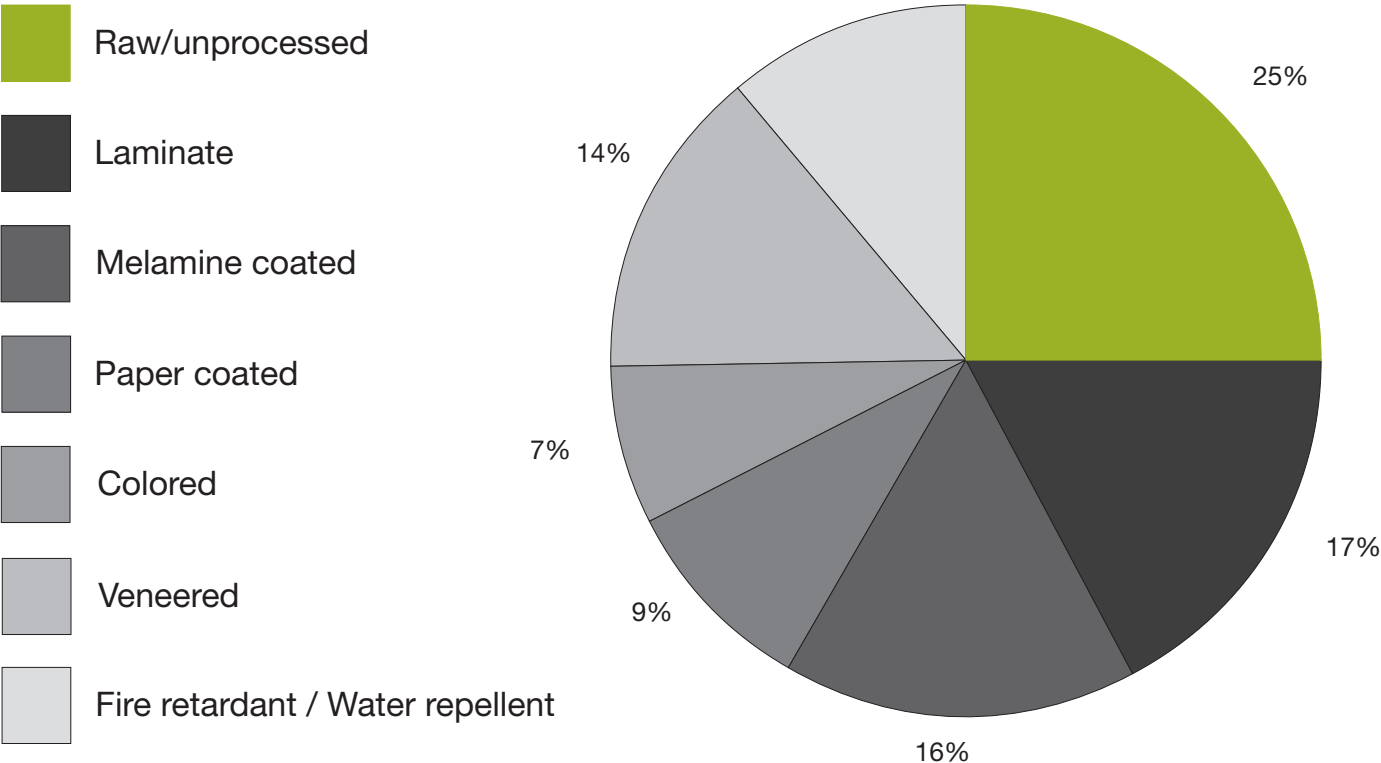
# Main results from the Change Our Fiberboards Campaign

Which main categories of FSC certified fiberboard do you need?



# Main results from the Change Our Fiberboards Campaign

Which sub categories of FSC certified fiberboard do you need?





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For further information on this report or its results - please contact your national FSC Office or FSC Denmark  
(e-mail: [info@fsc.dk](mailto:info@fsc.dk) / +45 88 70 95 18)